



**Mandsaur University**  
**2022 Scheme**  
 Scheme of Examination  
**Department of Business Management & Commerce**  
 Master's of Business Administration  
 Semester IV

S. No.	Subject Code	Subject Name	Maximum Marks Allotted						Hours/Week			Credits	Total Marks
			Theory			Practical			L	T	P		
			End Sem Test (EST)	Mid Sem Test (MST)	Continuous Evaluation	End sem	Mid Sem	Continuous Evaluation					
1	MGT54-1	Specialization (Major)(1/2/3/4/5) Elective - I	60	30	10	-	-	-	4	0	0	4	100
2	MGT54-2	Specialization (Major)(1/2/3/4/5) Elective - II	60	30	10	-	-	-	4	0	0	4	100
3	MGT54-3	Specialization (Major)(1/2/3/4/5) Elective -III	60	30	10	-	-	-	4	0	0	4	100
4	MGT54-4	Specialization (Minor) (1/2/3/4/5) Elective - I	60	30	10	-	-	-	4	0	0	4	100
5	MGT54-5	Specialization (Minor)(1/2/3/4/5) Elective - II	60	30	10	-	-	-	4	0	0	4	100
Total									20	0	0	20	500

Finance Specialization (Major)		Finance Specialization (Minor)	
MGT252	Corporate Tax Planning & Management	Not Applicable For Finance Minor Students	
MGT257	Financial Derivatives and Risk Analysis	MGT257	Financial Derivatives and Risk Analysis
MGT263	Securities Market Operations	MGT263	Securities Market Operations
HR Specialization (Major)		HR Specialization (Minor)	
MGT253	International HRM	Not Applicable For HR Minor Students	
MGT261	Performance Management & Appraisal	MGT262	Performance Management & Appraisal
MGT262	Compensation & Benefits Management	MGT263	Compensation & Benefits Management
Marketing Specialization (Major)		Marketing Specialization (Minor)	
MGT255	Product & Brand Management	MGT255	Product & Brand Management
MGT256	Advertisement & Media Management	MGT256	Advertisement & Media Management
MGT259	Marketing of Services	Not Applicable For Marketing Minor Students	
International Business (Major)		International Business (Minor)	
MGT271	International Business Finance	MGT271	International Business Finance
MGT272	International Trade Logistics	MGT272	International Trade Logistics
MGT273	International Supply Chain Management	Not Applicable for IB Minor Students	
Digital Marketing (Major)		Digital Marketing (Minor)	
MGT274	Social Media Marketing	MGT274	Social Media Marketing
MGT275	Content Marketing	MGT275	Content Marketing
MGT276	Social and Web Analytics	Not Applicable for DM Minor Students	

Prepare & Submitted by  
(Course Coordinator)

Verified By  
(Head of the Department)

Authenticated by  
(Dean Academics)

Forwarded by  
(Dean IQAC)

Approved by  
(Vice Chancellor)